



**Brand Toolkit - Version 1.5**

# Primary Content

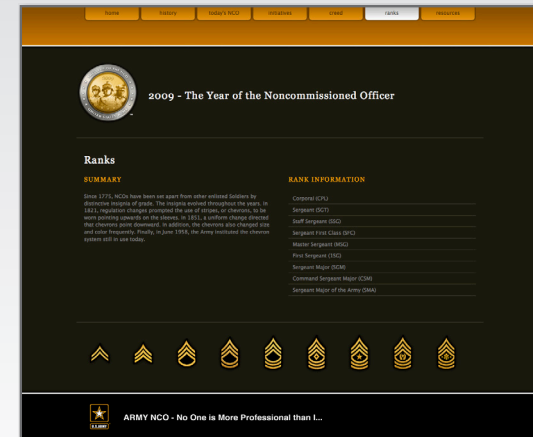
## Sample Content

### Ranks Summary

Since 1775, NCOs have been set apart from other enlisted Soldiers by distinctive insignia of grade. The insignia evolved throughout the years. In 1821, regulation changes prompted the use of stripes, or chevrons, to be worn pointing upwards on the sleeves. In 1851, a uniform change directed that chevrons point downward. In addition, the chevrons also changed size and color frequently. Finally, in June 1958, the Army instituted the chevron system still in use today.

Army NCO - No One is More Professional than I...

## Sample Application



## The Core of the Campaign

With more than 200 years of service, the U.S. Army's Noncommissioned Officer Corps has distinguished itself as the world's most accomplished group of military professionals. Historical and daily accounts of "life as an NCO" are exemplified by acts of courage, and a dedication and a willingness to do "whatever it takes" to complete the mission. NCOs have been celebrated for decorated service in military events ranging from Valley Forge to Gettysburg, to charges on Omaha Beach and battles along the Ho Chi Minh Trail, to current conflicts in Afghanistan and Iraq. In recognition of their commitment to service and willingness to make great sacrifices on behalf of our Nation, The Secretary of the Army established 2009 as "The Year of the NCO."

## Tagline

The tagline associated with The Year of the NCO campaign is "Army NCO - No One is More Professional than I..." This tagline must appear in any item specifically designed for the campaign.

## Web Address

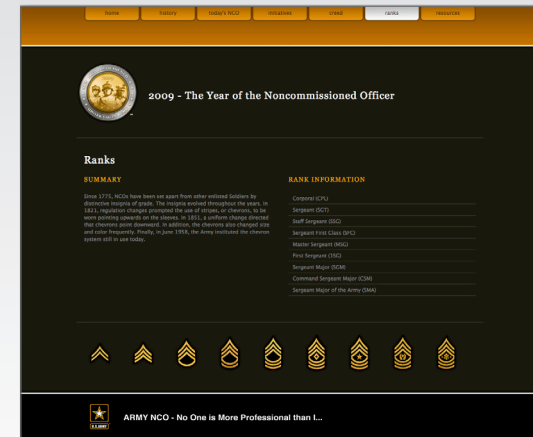
All material produced for the campaign should point to one location on the internet ([www.army.mil/yearofthenco](http://www.army.mil/yearofthenco)). This location is the address assigned to The Year of the NCO micro-site and will be the information hub of the campaign.

# Campaign Marks

## Year of the NCO Campaign Seal



## Sample Application



## Official Usage

The Year of the NCO Seal is the primary brand mark for The Year of the Noncommissioned Officer campaign and may be used in several ways. When used on material such as print material, videos, multimedia or websites that specifically pertain to the campaign the seal must appear on the dark green color specified in the color palette section of this document.

## Unofficial Usage

The Year of the NCO Seal may also be used on non-campaign related material such as letterhead, PowerPoint presentations or e-mail footers. In this case the seal can be placed on a white or light tan background. The full color or black & white versions of the seal can be used. The NCO website address must always appear to the right of the NCO Seal when used in this application however, the NCO seal may be used without the web address in formal letterhead applications ONLY! (see the examples of official and unofficial usage on the last page of this document)



[www.army.mil/yearofthenco](http://www.army.mil/yearofthenco)

# Color Palette

 <p><b>Army yellow</b> r: 252 g: 175 b: 23 c: 0 m: 35 y: 100 k: 0 #FCAF17</p>	 <p><b>dark green</b> r: 59 g: 61 b: 41 c: 55 m: 45 y: 60 k: 40 #3B3D29</p>
 <p><b>orange-yellow</b> r: 210 g: 128 b: 40 c: 15 m: 56 y: 100 k: 2 #D28028</p>	 <p><b>rich black</b> r: 0 g: 0 b: 0 c: 10 m: 10 y: 10 k: 100 #000000</p>
 <p><b>light grey</b> r: 199 g: 200 b: 202 c: 0 m: 0 y: 0 k: 25 #C7C8CA</p>	 <p><b>white</b> r: 255 g: 255 b: 255 c: 0 m: 0 y: 0 k: 0 #FFFFFF</p>
 <p><b>dark grey</b> r: 65 g: 64 b: 66 c: 0 m: 0 y: 0 k: 90 #414042</p>	

## Sample Application

orange-yellow →

white →

yellow →

light grey →

dark green →

rich black →



## Approved Colors

The colors approved for The Year of the NCO campaign brand are pictured above. Each color has been broken down into their appropriate numeric and alpha numeric values, for print (cmyk), video (rgb) and web (hex) applications. Please pick the appropriate color value needed for your specific application.

## Graphic Elements

**Header Bar color** - orange-yellow  
**Background color** - dark green  
**Footer Bar color** - rich black

## Text Elements

**Header text color** - white  
**Sub-Head text color** - Army yellow  
**Body Copy text color** - light grey  
**Tagline text color** - white

# Type Treatment

**Georgia** - header & subhead font



ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

**Helvetica Regular** - body copy font



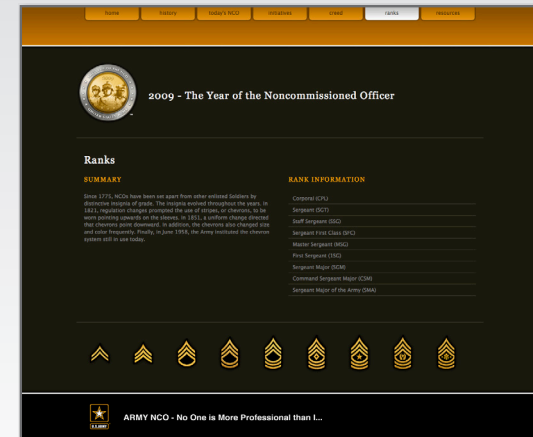
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

**Helvetica Bold** - tagline & web address font



ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

## Sample Application



header  
sub-head  
body copy

↑  
tagline

## Approved Fonts

The fonts approved for The Year of the Noncommissioned Officer campaign are Helvetica Regular, Helvetica Bold and Georgia (pictured above). We have chosen these fonts for their clarity and the ease of distribution. Helvetica comes pre-installed on most computer systems sold today. Times may be substituted for Georgia when Georgia is not available.

Georgia should be used primarily as a call out or header typeface and Helvetica Regular should be used primarily for body copy. When used on a dark color background the type should be reversed out for legibility. See the examples section of this document for clarification of the visual style.

## Usage

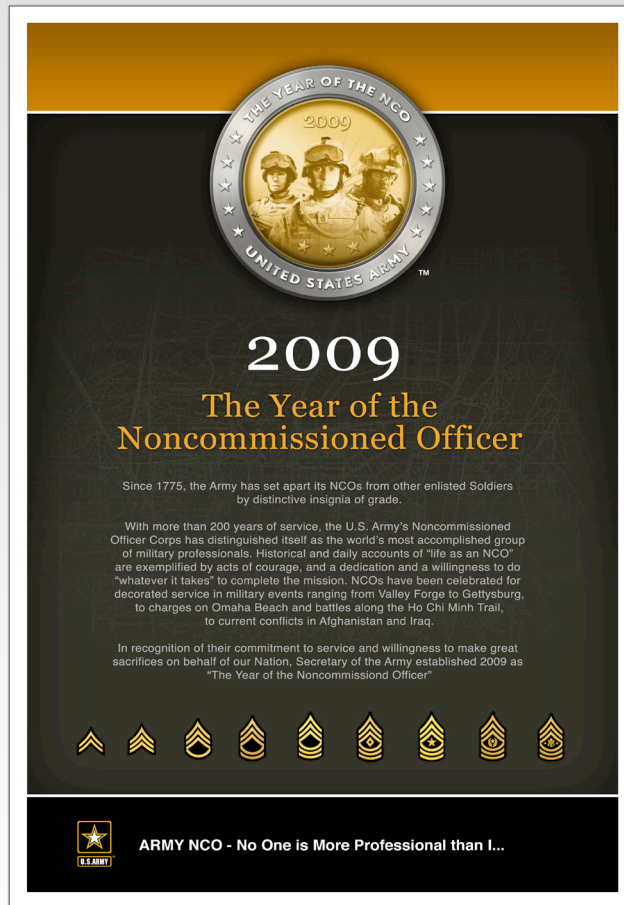
When used on a dark green background the type should always be reversed out for legibility. In this application the font Georgia should be used as the primary header typeface and appear in white. Georgia should also be used as the secondary sub-head typeface and appear in the Army yellow color in all caps. Helvetica Regular should be used primarily for body copy and appear in the light grey color. The website address and tagline elements must always use Helvetica Bold and should appear in white on darker backgrounds and dark grey on lighter backgrounds.

As a rule of thumb font size for the header should be 3 times that of the body copy and the sub-head and tagline should be 2 times the size of the body copy. For example if you have 10 point body copy you would want your sub-head to be a point size of 20 and your header to be a point size of 30. Just multiply your body copy size by 2 or 3 to determine this.

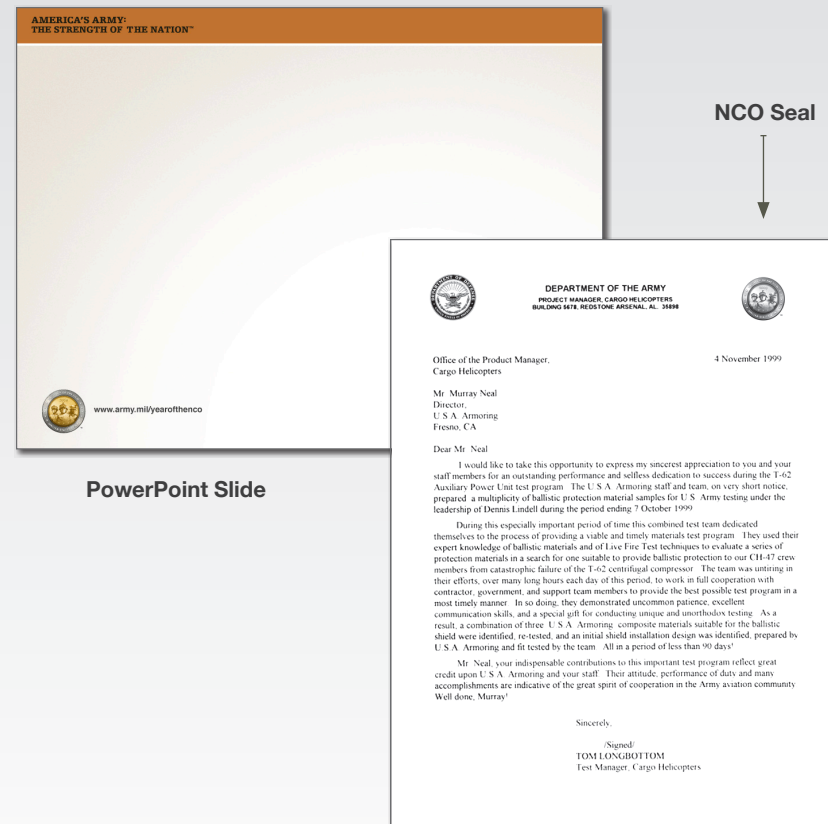
# Examples

## Official Usage

### Poster



## Unofficial Usage



### PowerPoint Slide

### Letterhead